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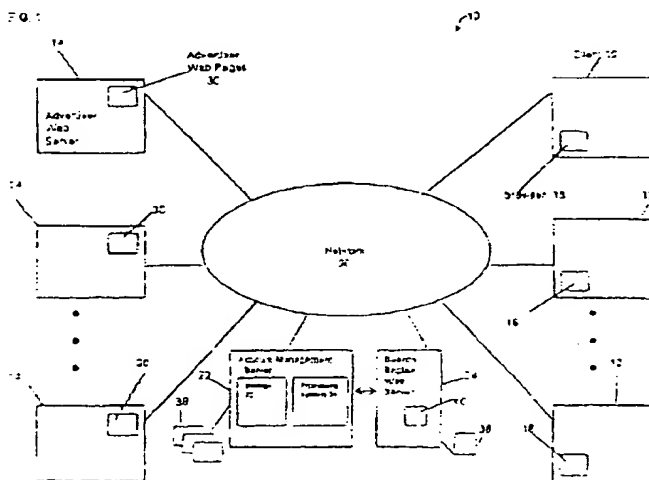
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(54) **System and method for providing place and price protection in a search result list generated by a computer network search engine**

(57) A method and apparatus for managing search listings (344) in a search database (38) include storing one or more search listings for an advertiser. Each search listing includes an associated search term (352). The system receives from the advertiser identification information for a search listing and a desired rank for

the identified search listing, a maximum cost per click for the search listing, or both. The system stores the desired rank and/or maximum cost per click for the search listing. The system then determines a cost per click for the identified search listing based on the desired rank and other search listings which include the search term associated with the identified search listing.





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PARTIAL EUROPEAN SEARCH REPORT

Application Number

which under Rule 45 of the European Patent Convention shall be considered, for the purposes of subsequent proceedings, as the European search report

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Incl. 1.7)
X, 0	US 6 269 361 B1 (DERER MATTHEW ET AL) 31 July 2001 (2001-07-31) * abstract * * column 18, line 4 - line 36 * * column 19, line 38 - line 58 * * column 22, line 60 - column 30, line 18 * -----	1-3, 6, 12, 19, 20, 23, 24, 29, 30, 42-45, 52, 55, 58, 66, 70, 71	G06F17/30 G06F17/60
			TECHNICAL FIELDS SEARCHED (Incl. 1.7) G06F
INCOMPLETE SEARCH The Search Division considers that the present application, or one or more of its claims, does not comply with the EPC to such an extent that a meaningful search into the state of the art cannot be carried out, or can only be carried out partially, for these claims. Claims searched completely: Claims searched incompletely: Claims not searched: Reason for the limitation of the search: see sheet C			
Place of search THE HAGUE		Date of completion of the search 2 February 2004	Examiner Bernard J. L
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : oral-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family corresponding document			



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INCOMPLETE SEARCH
SHEET C

Application Number

EP 02 25 5466

Claim(s) searched incompletely:

1-3, 6, 12, 19-20, 23-24, 29, 42-45, 52, 55, 58, 66, 70-71

Claim(s) not searched:

4-5, 7-11, 13-18, 21-22, 25-28, 30-41, 46-51, 53-54, 56-57,
59-65, 67-69

Reason for the limitation of the search (non-patentable invention(s)):

Article 52 (2)(c) EPC - Scheme, rules and method for doing business

The features which were not searched relate to subject-matter excluded
from patentability, because it relates to a method for doing business.

More specifically, said features define a pricing policy for service sold
to a plurality of advertisers.

ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.

EP 02 25 5466

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file or. The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

02-02-2004

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/92